

## Curriculum Vitae

H # 119-B, Adarsh Nagar,  
Ballabhgarh, Faridabad-121004  
Cont: 9467000393; 9877582289  
Email: saini.arvi@gmail.com,

**Ravi Saini**

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**Total Years of Experience: 16 years 5 months.**

### Education

- B. Tech. (Agricultural Engg.) Chaudhary Charan Singh Haryana Agricultural University, Hisar, 2006.

### Work Experience

- Handling Dealership operations at M/s Moorti tractors (deals in Agricultural machineries and Electric vehicles) from Sep'17 till date.
- Worked as an APO (under Govt of Haryana's Crop Residue Management scheme) at district Palwal, office of **Assistant Agriculture Engineer, Palwal** from 13<sup>th</sup> Sep'19 to 31<sup>st</sup> Mar 2021 on contractual basis.
- From Mar 2011 to Aug 2017 worked with **John Deere India Pvt Ltd** as Product Marketing Manager –Haryana.
- From Sep 2010 to Feb 2011 with **Escorts Ltd** as territory manager for second hand Tractors and machineries.
- From June 2008 to Sep 2010 with **A B Excavators & Earthmovers P Ltd** as a Sales Manager-Haryana.
- From July 2006 to May 2008 at "**EICHER TRACTORS**" & "**TAFE Ltd.**" as Project officer and Field Officer, marketing.

### Role & Responsibilities with current and previous organizations:

#### MOORTI TRACTORS

- Handling dealership operations for two different products Agricultural equipment i.e. Tractors, Power tillers, implements with brand name VST Tillers Tractors Ltd and from Jan 2020 Electric

Vehicles also by the brand name Ampere. looking after equipment purchase as per market demand, spare and service inventory management, Accounting, Fund requirements, manpower management, sales and service lead management, Lead conversions, Field activities -planning and execution,.

- Sales Target setting and ensuring to achieve through enquiry generation through various activities, Govt deptt Liaisoning, visiting commercial customers and conversion through various bank financiers.

#### **DEPARTMENT OF AGRICULTURE AND FARMER WELFARE (Office of Assistant Agriculture Engineer)**

- Implementation, monitoring, verification and subsidy disbursal of the various central and state schemes i.e. Crop Residue Management scheme (CRM), Sub Mission of agricultural machineries (SMAM), SB-89, Cotton Cultivation and Bio Gas (NNBOMP) schemes.
- Field demonstrations of various machines i.e Super Seeder, happy Seeder, Straw Chopper, Square Balers etc awaring farmers about the new technologies to be used and available in market and enduring reduced paddy burnt cases in the area and effective utilization of the machines available at subsudised rates from the department.

#### **JOHN DEERE INDIA PVT LTD**

- Ensuring set of dealers achieve sales targets as per market share and for dealer's own viability so that the dealer get motivated to achieve always to earn extra from extra efforts in positive direction.
- Dealer fund management to achieve the sales numbers throughout the seasons for smoothly running of dealership operations by managing spare sales and servicing margins, new tractor sale margins, old tractor liquidation, and Additional fund induction during season time through Bank guarantee or Trade advances from financiers.
- Engaging dealers team for regular achieving of sales target through regular appreciations, Rewards and team building exercises.
- Making strategies to promote new as well as existing product range in potential markets, generating new prospect leads for having a bigger enquiry basket at dealership level.
- Identifying new markets for growth, through market survey organizing local events in particular areas to achieve the desired results in terms of lead generations and conversions, to provide solution for various field issues or practices adopted by the dealer and the team.
- Organizing product promotional events ie. Participation in Kissan Melas, kissangosthis, launch events to create awareness among farmers and collecting feedback on existing/new product and providing inputs to company to improve the product line according to market demand, providing better service and sale of spare parts
- To monitor marketing budget at both AO and Dealer level and to ensure effective utilization of the same ensuring minimal cost per enquiry generation.
- Conducting motivational events for the team of sales executives in a productive manner.
- Implementing the strategic plans in the dry areas and identifying new areas (commercial + agriculture) for the sale development, through regular visits.

- Circulating monthly plan for actions/activities and ensuring that to be done at dealership level through handholding dealership team to ensure maximum output of per capita consumed.
- To appoint/develop vendors for executing strategies made under marketing tactical plan.

#### **ESCORTS LTD**

- Helping dealers in liquidating of the old tractor/machine through preparing and sharing the old inventory of entire state of Rajasthan with the agents or old machine seller/purchasers, Organizing local old machinery melas inviting local farmers and agents, ensuring updating of inventory details with photos on website designed for old machinery liquidation.
- Sharing of weekly reports on the liquidation of old inventory through agents or direct customer sale through local melas at dealership level.
- Providing old inventory exchange price sheet model wise with the Area Office team, dealer and direct sales force for making immediate decision on exchange models converting the same into sales.

#### **A B EXCAVATORS & EARTHMOVERS P LTD**

- Identifying commercial market for promotion of use of loaders and backhoes attachments for tractor for cheaper and economical mode of material handling.
- Followups with exhistig customers for regular feedbacks, providing service solutions and collecting new enquiries to enhance the sale for the company.
- Making healthy relationships with all the tractor dealers in the state for getting regular enquiries from them through providing tractor sale enquiries and prospective buyers.

#### **EICHER TRACTORS & TAFE TRACTORS**

- Execution of various field activities to promote various tractor models in field through proper mapping of the area to get maximum output in terms of enquiries to enhance the dealer and sales man confidence.
- Managing of company provided demo unit in terms of maximum usage in field to give firsthand experience to the farmers and convincing them to adopt the new technology for better results.
- To ensure punctuality and discipline.

#### **Institutional and Industrial Trainings:**

- One-month training at Central Farm Machinery Training and Testing Institute, Budni, Bhopal (M.P.) from 1st July 2004 to 31st July 2004.
- One-month training in Claas India Combines (Faridabad) from 1st July 2005 to 31st July 2005.

#### **➤ Academic credentials**

- > B. Tech. (6.7/10 OGPA) from Chaudhary Charan Singh Agricultural University, Hisar Haryana
- >12th (59%) Vidya Mandir Public School (Faridabad) 2002 (CBSE)
- > 10th (77.6%) Sawan Public High School (Faridabad) 2000 (BSEH)

**Achievements:**

- >Appreciation from Asst Director General, Dept of Agriculture and Farmer welfare, Panchkula and Deputy commissioner Palwal for contribution in reduction (upto 80%) in Crop residue/stubble burning cases in district Palwal, Haryana
- >Increment of “customer consideration index” from 74% to 100% in Haryana in 5 years through various field programme and activities.
- >Worked with high class companies, gaining the knowledge of different field conditions, markets. Farming Practices, applications etc.
- > Participated in North Zone Inter University Volley-Ball Tournament held at Kurukshetra (Haryana).
- >Lead the volleyball team in All India Inter Agricultural universities Sports and Games Meet Held atThiruvananthapuram (Kerala).
- >**Won first prize** in second All India Engg. Volley-ball Tournament held at Behl (Haryana).
- >**Won various positions (1st & 2nd)** in Inter College Games i.e. cricket, Table Tennis, Football, Badminton etc.

**IT SKILLS**

MS-Office, Internet etc.

**Personal Details**

Name : Ravi Saini

Fathers Name : Sh. Naubat Singh Saini

Date of Birth : 14th October, 1984

Sex : Male

Nationality : Indian

Marital Status : Married

Languages known : Hindi, English, Punjabi

Permanent Address : FCA # 119-b, Adarsh Nagar, Ballabgarh, Faridabad. Pin Code- 121004

Expected Salary (CTC):

Date :

Place : Faridabad